

Editors only contact: Mark Brownstein
press@beam4k.com
<https://Beam4K.com>



For immediate release

Faces never looked better in online meetings thanks to 4K UHD broadcast-quality camera and Hollywood-inspired lighting on the bezel of new Beam4K™ Pro 24.

Beam 4K, Inc. (Chagrin Falls, OH) brings cameras and lighting inspired by bigger-screen studios in its new Beam4K™ products for helping shorter online meetings get more done. A broadcast-quality 4K (UHD) video camera outperforms almost all webcams in providing detailed and nuanced images. And an arrangement of three long, slender LED arrays on the display's minimal 4mm-wide bezel purposefully direct their beams to light the center front of the face from eyebrows to chin at the same time as adding depth and dimension to the face with illumination directed onto left and right cheeks.

"You've never looked this good in an online meeting," boasts Beam 4K Inc. CEO Martin Winston. "We translated studio-style 3-point lighting – a blend of the impact of key lights and soft lights – to give faces more of the impact that you tend to see in movie close-ups. And our UHD camera has more sensitivity, a bigger sensor and better pixel depth than you'd expect – it's much more expensive than webcams – and it's very much worth it."

Helping their user's face provide a more engaging presence is one of several ways that Beam4K™ products can improve the effectiveness of online meetings while also reducing their duration. To the extent that it reduces self-consciousness and increases self-confidence, individuals may become less hesitant when they present or participate. In the seconds before a meeting, the Beam4K™ display becomes a "video mirror" in what some studio veterans refer to as a "lettuce-on-the-teeth check". When a Beam4K™ Pro user is presenting during an online meeting, software merges the presentation images with the user's face to sustain a human connection and improve communications. And the Beam4K™ screen is transparent glass, so a user simply looking at the projected display on its screen is inherently looking directly into the camera behind the screen, meaning direct eye contact is effortlessly sustained, improving engagement with others to further enhance communications.

Beam 4K, Inc. develops proprietary hardware and software (46 Patent-Pending claims) to make it easier for online meetings to communicate more, communicate better and end sooner.

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Three long and slender LED arrays are mounted on a thin (4mm-wide) bezel – centered on each side and across the top. Each is a tight array of 30 neutral-white LEDs arranged so as not to project a pattern. For each, their perpendicular “broad-stripe” beam is mirror-steered to illuminate specific areas of the user’s face. The screen is transparent, and the front of a broadcast-quality UHD video camera is clearly visible. Beam 4K, Inc.

CEO has been professionally involved in broadcast television since the 1960s; his long-term hands-on experience with lighting and videography is apparent in Beam4K™ product design.